

innocent drinks Cookie Policy

This innocent drinks Cookie Policy describes the different types of cookies that may be used in connection with the website owned and controlled by us from which you are accessing this Cookie Policy (the “Site”), and how you can manage them.

We may change this Cookie Policy at any time. Please take a look at the “*LAST UPDATED*” legend at the top of this page to see when this Cookie Policy was last revised. Any changes in this Cookie Policy will become effective when we make the revised Cookie Policy available on or through the Site.

WHAT IS A COOKIE?

Cookies are small text files that are stored on your computer or mobile device. They are widely used in order to make websites work, or work in a better, more efficient way. They can do this because websites can read and write these files, enabling them to recognise you and remember important information that will make your use of a website more convenient (for example by remembering preference settings).

WHAT COOKIES DO WE USE?

Below we list the different types of cookies that may be used on the Site. Note that to the extent information collected through cookies constitutes personal information, the provisions in the Privacy Policy apply and complement this Cookie Policy.

Essential Cookies. Essential cookies are necessary for the Site to work and enable you to move around it and to use its services and features. Without these absolutely necessary cookies, the Site will not perform as smoothly for you as we would like it to and we may not be able to provide the Site or certain services or features you request.

Cookie type	Description	How to manage cookies
Session	Session cookies are used to maintain the state of the application.	Accept/refuse via browser setting
Load balancing	Load balancing cookies are used to distribute the assets across the globe and lighten the server load.	Accept/refuse via browser setting
User ID	User ID cookies are used to ensure that users only see their own information.	Accept/refuse via browser setting
Security	Security cookies are used for security controls and checks.	Accept/refuse via browser setting

Preference Cookies. Preference cookies collect information about your choices and preferences, and allow us to remember language or other local settings and customise the Site accordingly.

Cookie type	Description	How to manage cookies
Language	Language cookies are used to store the language the user has selected, and to show the correct options.	Accept/refuse via browser setting
Location	The user's approximate address (city, state, country, postal code) as determined by the IP address is retained in order to automatically select the proper country and show retailers and demonstration days within the area.	Accept/refuse via browser setting
Mobile	If the user is viewing the Site on a mobile device, a	Accept/refuse via

	cookie is set to indicate that the main website was selected (i.e., that the device is Flash-enabled), or the non-Flash mobile site.	browser setting
Reference site	The reference site is recorded to better understand the user's preference	Accept/refuse via browser setting
Last visit and activity	Date of last visit and activity and other information is recorded to be able to provide users with an update on "what's changed on the site since your last visit," and to better understand the user's preferences.	Accept/refuse via browser setting
Recently watched video	Date and title of recently watched video is recorded to be able to better understand the user's preferences.	Accept/refuse via browser setting
Flash Cookies	Flash cookies are used to enable audio and video content to be played.	Accept/refuse via browser setting
Page history	Page history cookies are used to track the sequence of pages the user has visited. If the user gets an error message while visiting the Site, the cookie information gets saved to a log file for error reporting and resolution.	Accept/refuse via browser setting
Gigya	Gigya functionality cookies may be used to remember settings the user has applied for social networking and commenting. When applicable, this includes social sharing settings, email addresses, nicknames when commenting as a guest and whether or not the user has commented previously.	Accept/refuse via browser setting

Social Plug-in Tracking Cookies. Such cookies are used to track members [and non-members] of social media networks for market research analytics, and product development.

Cookie type	Description	How to manage cookies
Facebook	Cookies are used to track Facebook members [and non-members] for market research analytics, and product development.	Accept/refuse via browser setting
Twitter	Such cookies are used to track members [and non-members] for market research analytics, and product development.	Accept/refuse via browser setting

Analytics Cookies. Analytics cookies collect information about your use of the Site, and enable us to improve the way it works. For example, analytics cookies show us which are the most frequently visited pages on the Site, help us record any difficulties you have with the Site, and show us whether our advertising is effective or not. This allows us to see the overall patterns of usage on the Site, rather than the usage of a single person.

Cookie type	Description	How to manage cookies
Google analytics	Google analytics cookies collect aggregate statistical data to improve Site presentation and navigation.	https://tools.google.com/dlpage/gaoptout
Adobe	Adobe Omniture analytics	Accept/refuse via browser setting

Omniure	cookies collect aggregate statistical data to improve Site presentation and navigation.	
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Marketing Cookies. Advertising Cookies are used for marketing purposes.

Cookie type	Description	How to manage cookies
Advertising	Deliver behavioral/targeted advertising	Accept/refuse via browser setting
Market analysis	Conduct market analysis	Accept/refuse via browser setting
Campaign / promotion	Measure effectiveness of campaign	Accept/refuse via browser setting
Fraud detection	Detect click fraud	Accept/refuse via browser setting

HOW DO THIRD PARTIES USE COOKIES ON OUR WEBSITE?

- advertisements
- identity of user
- same as those listed above in the table

HOW DO I MANAGE COOKIES?

In addition to the options provided above, you may refuse, accept or remove cookies from the Site at any time by activating or accessing the setting on your browser. Information about the procedure to follow in order to enable, disable or remove cookies can be found on your Internet browser provider's website via your help screen. You may wish to refer to <http://www.allaboutcookies.org/manage-cookies/index.html> for information on commonly used browsers. Please be aware that if cookies are disabled or removed, not all features of the Site may operate as intended.

CONTACT US

If you have any further questions, please contact us via <mailto:hello@innocentdrinks.co.uk>.